# Learning Aim A (3.1) - Social Media Platforms

## Activity 6 – Risks and Issues with Business Use of Social Media

Consideration needs to be given to the risks and issues that businesses need may face when developing and using social media websites, and the measure they need to put in place to mitigate the risk. These risks may be in the form of:

- Negative comments
- Unforeseen consequences of posted content (e.g. something negative going viral)
- Time constraints – spending sufficient time developing the social media content and responding to queries or comments
- Security issues

Find examples of where businesses have not managed these risks effectively and what happened as a result.

This doesn't necessarily have to be from not necessarily from your chosen business. You will need to study this in order to achieve a Distinction.

Refer to pages 191 to 193 of the text book extract, but do not copy this content. Use it to generate ideas for research. Give real examples in your work.

| Investigate: | Evaluate (including screen shots): |
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| Evaluate the risk of negative comments on social media sites that may damage a business's reputation. Give examples. | |
| What can a business do to mitigate this risk? | |
| Why is it important to schedule in enough time to post regularly and respond to comments? What might the impact do if sufficient time is not given? | |
| Find an example of a post that a business shared that inadvertently caused upset. What happened? How can the company prevent this happening? | |
| What are the dangers from virus infections as a result of raising the company profile through social media? How can this be mitigated? Give an example. | |
| What are the dangers from blackmail or ransom as a result of raising the company profile through social media? How can this be mitigated? Give an example. | |
| What are the dangers from virus infections as a result of raising the company profile through social media? How can this be mitigated? Give an example. | |
| What are the dangers from theft of company-sensitive information or personal information as a result of raising the company profile through social media? How can this be mitigated? Give an example. | |